

## Decision Day 2021 Social Media Toolkit

### Overview:

Decision Day is a way for Kentucky schools to celebrate and recognize seniors for making educational plans beyond the high school level. Decision Day events are typically held on or around May 1<sup>st</sup> and are designed to coincide with the date that most seniors must inform a college of their plans to enroll. Decision Day is inspired by the NCAA's National Signing Day to reinforce that excellence in the classroom should be given as much recognition as athletic excellence.

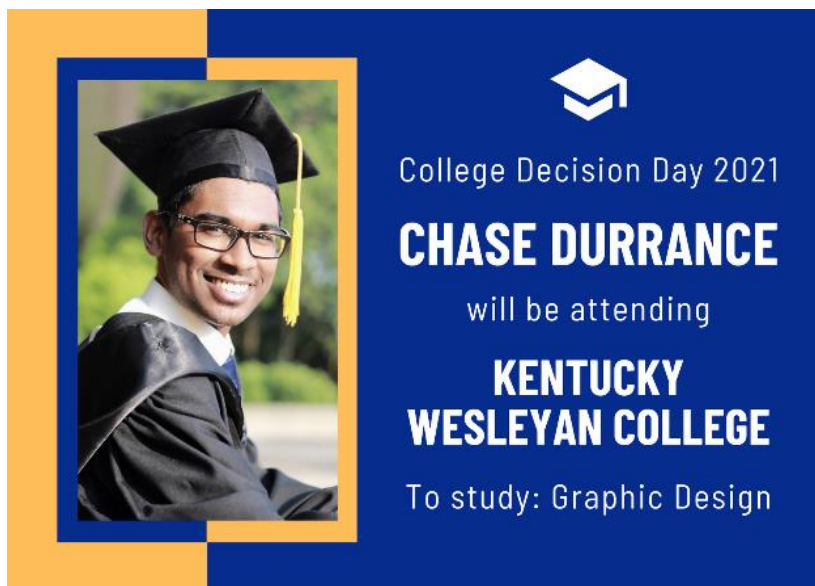
### Purpose of this Toolkit:

The resources in this toolkit are designed to involve high schools, partner organizations, and advocates in promoting the importance of celebrating seniors' decisions after high school. Due to Covid-19 restrictions and many schools still meeting virtually, KHEAA wanted to provide a different venue to help celebrate student successes via social media platforms such as Facebook, Twitter, Instagram, and YouTube.

### Twitter (High Schools)

KHEAA would love to see Kentucky high schools supporting their students' decisions on social media. We are asking schools to develop infographics that have each of their students' 2021 decisions (college, workforce, and military). The infographics can have the student's picture and graduation plans. If the student is going to college, you can even include their majors. We would love to see high schools post these infographics on Twitter from April 26<sup>th</sup> – May 7<sup>th</sup>. We will be using two hashtags: #KyDecisionDay2021 and #BetterMakeRoom.

Below is an example of an infographic that can be used:



## **Instagram (Students)**

KHEEA Outreach will be sponsoring a video/photo competition for Decision Day 2021. The contest will run from April 26<sup>th</sup> to May 7<sup>th</sup>. Students will use the hashtags #KYDecisionDay2021 and #BetterMakeRoom when they post their entries. There will be two prizes, one for a video and one for a photo. Each winner will receive a \$50 gift card from KHEEA. The winners will be picked randomly from the entries.

### **Entry Rules and Regulations - Kentucky Decision Day Photo & Video Contest**

Kentucky high school seniors: c/o 2021! We are so proud of you and want to celebrate your decision on going to college, joining the military, and/or the workforce.

Join in our Kentucky Decision Day Photo & Video Contest. The contest runs from *April 26<sup>th</sup> – May 7<sup>th</sup>*. We will announce the winners on Thursday, May 13<sup>th</sup>, live on Instagram.

Details are below:

1. Create/Post a creative video **OR** photo celebrating your decision.
2. Post it to your IG.
3. Tag @kheaaoutreach in the description.
4. Include each hashtag in the description: #KyDecisionDay2021 & #BetterMakeRoom.
5. Screen shot the post and email it to: [kheaamascot@gmail.com](mailto:kheaamascot@gmail.com), include your full name, phone number, email, and high school.
6. Two winners will be chosen randomly: one for the video and one for the photo. Each winner will receive a \$50 gift card!

## **Facebook (KHEEA Outreach)**

KHEEA Outreach will be using Facebook to talk about Decision Day. On April 30<sup>th</sup> and May 3<sup>rd</sup>, KHEEA Outreach will be going live to talk about admissions, paying for college, making a college decision, and the senior exit. Students, parents, and schools can view the live streams at [facebook.com/kheea](https://facebook.com/kheea).

Facebook Live Schedule:

- April 30<sup>th</sup> (Friday)
  - 12:00 EST/11:00 CST – The Senior Exit
  - 3:00 EST/2:00 CST – Paying for College
- May 3<sup>rd</sup> (Monday)
  - 12:00 EST/11:00 CST – Admissions
  - 3:00 EST/2:00 CST – College Decision with Ramona Morris (High School Vlogger)

## **YouTube**

Ramona Morris, our high school vlogger for the class of 2021, will be developing a YouTube video on her college decision. Please show support for her video on social media (Twitter, Facebook, and Instagram). Use the hashtag #KYDecisionDay2021.